

Town of Bridgewater
Committee to Save the Bridgewater Village School Building
Minutes of October 16, 2018

DRAFT MINUTES

Location: Bridgewater Grange Hall
Date: October 16, 2018
Time: 4:30 pm

Brian called the meeting to order at 4:38 pm

Present: Brian Bontrager, Vicky Young, Bill Young, Hank Smith, Joni Kennedy and Collen Doyle (via telephone conference)

Visitors: Kathleen Dolan, Marie Cole Cross and Diana Mellar from ArtisTree, Michael Caduto, Executive Director of Sustainable Woodstock, Bob Haynes, Green Mountain Economic Development, Lauren Skaskiw, Director of Plymouth Community Center and Alice Paglia

Brian asked for a motion to approve the October 2, 2018 meeting minutes. Bill made the motion to accept them and Vicky seconded it. So moved

Bullet Points of the Meeting:

- Hank - Need to Hire an Executive Director

Set up Bank Account – Waiting for Federal Tax Id #

Finalize Board of Directors

Lease

Attorney

- Bob Haynes – Spoke regarding Community Development Block Grant

Planning Grant – Nathan Cleveland at Nathan.Cleveland@vermont.gov

Vermont Community Development Program - §106 Preliminary Review Form

Environmental Review contact is Quinn Mann at 802 828-1357 or

Quin.Mann@vermont.gov

Next target date for grant submission is in the first part of February

Preliminary Feasibility Study – qualifies to take next step

Discussion regarding Proposals/Bids

- Diana Mellar, Administrative Manager at Artistree - Shared her experience in operating a non-profit

Bridgewater Area Community Center, “BACC” (Will this be the name of the center?)

Organization: Bridgewater Area Community Foundation

BACC (pronounced BAK?) The place to be. Make it the place to be.

What will be its purpose?

Renting of space?

Meeting spaces

Multi-purpose center

Offering its own programming?

Preschool?

After school programming?

Combination of both?

Workshops?

Workshare place?

Emergency Shelter

What is its mission?

Do they need help in forming a mission statement?

Identify their customers and related services.

What are their products? They provide a space. (An affordable space)

Organizing a structure –

Hire an admin/director person

Use google calendars for each room to manage the space

Create at least Facebook and Instagram pages

Have a website, need to come up with a website that matches its branding???

Inventory of supplies needed (get donations)

How will they be funded –

Revenue from space rentals, Grants, Donations

Marketing – keep it small and organic.

Social Media presence

Start with a simple paid social media ad campaign, introduction BACC

Posters- Artistree can share their distribution list. Seek volunteers for help.

Contacts with schools and local organizations

Local newspaper ads

Press release

Get a constant contact or mailchimp account and start to organically build up an email list.

Go to events, have a sign-up sheet

Partner with Artistree, ask them to introduce BACC through their social media and to encourage joining their mailing list.

Staff

Have one staff person, hired by the non-profit.

If BACC offers its own programming, contract out those events and keep a percentage.

Start-up needs -

A name that can be used for branding

Employee

Laptop

WiFi (good!) on site – is EC Fiber there?

Google account

Social media accounts

Email service

Website hosting service, registering domain

Office supplies, look for donations.

A Square account linked to a bank account. You can use Square to track all income.

They may also want a PayPal account.

miscellaneous needs, can help with web site, google calendars, social media.

- Marie Cross Cole, Director of Marketing at ArtisTree - shared her experience in marketing a non-profit

Discussion regarding Mission Statement

Marketing, Social Media

Brochure/Layout – Less is more

Link to Push to Website

Newspaper insert Brochure, press release, open house

Name, logo, branding, image, product

Grand Opening

- Collen – Suggested a walk through with the groups and organizations that are interested in using the space to learn their needs and hear their ideas

Working on getting some logo designs to review

- Lauren Skaskiw, Director of the Plymouth Community Center/Plymouth Pre-School
Lauren gave an overview of the need for early child care programs, learning environments and different requirements etc.

Birth to Five will be investing \$400,000 in new and existing child care programs across the state. She met with the representative regarding the Plymouth Pre-School and has arranged a meeting for us on October 24, 2018 at 4:00 PM to meet with the representative regarding developing a new child care program in Bridgewater. You need to have a meeting prior to applying

http://vermontbirthtofive.org/make_way_for_kids

Fire Marshall Inspection

Lauren has Parent Handbooks and Employee Handbooks as resources for us to use as a model

- Michael – Strong Vision Statement

Inform, educate and inspire

ACTION ITEMS:

- Brian to request getting on Agenda for the Select board Meeting on October 23, 2018
- Mission statement – Michael
- Create a job description for the Executive Director position and help with any miscellaneous needs, can help with web site, google calendars, social media – Dianna
- Set up Gmail address – Hank
- Set up URL, help with brochure and website - Marie
- First pass on new brochure – Joni
- Update Facebook Page and get photos for brochure – Collen
- Finalize engineering proposal – Brian
- Environmental Review (Quinn) – Joni
- Third engineering study proposal (Daniel Johnson, Dan Hadrich) – Brian
- Send Q&A to Joni – Hank
- Talk to lawyer (Nate Stearns) for lease review – Hank
- Walk-through school with Birth to Five – Lauren, Brian, Joni
- Walk-through of space with potential renters –??

Our next meeting will be on Tuesday, October 30th, 2018 at 4:30 pm at the Bridgewater Grange Hall in Bridgewater.

Our regularly scheduled meeting that was scheduled for Tuesday, November 6th has been moved to Monday, November 5, 2018 at 4:30 pm due to Election Day.

Brian adjourned the meeting at 6:30 PM.

The Committee meets once a month on the first Tuesday of every month at the Bridgewater Grange Hall at 4:30 PM.

We invite community members to join us at our monthly meetings as we welcome your thoughts and ideas.

Respectfully submitted,

Joni Kennedy